

CLAIMS:

What is claimed is:

1. A gaming machine for conducting a wagering game, comprising:
 - a game display for displaying the wagering game; and
- 5 an alterable signage display portraying a mechanical display member movable between a first position and a second position, the display member displaying first and second signage information to a player when in the respective first and second positions, the signage information being free of random events and outcomes associated with the wagering game.
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2. The machine of claim 1, wherein the signage information is selected from a group consisting of billboard information, advertisement information, player attraction material, pay table information, bonusing information, game help information, game play instructions, and thematic artwork.
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3. The machine of claim 1, wherein the wagering game is selected from a group consisting of reel slots, poker, keno, bingo, blackjack, and roulette.
- 20 4. The machine of claim 1, wherein the gaming machine includes a processor for executing the wagering game and operating, at least indirectly, the signage display.
5. The machine of claim 1, wherein the signage display is a video display.
- 25 6. The machine of claim 5, wherein the signage display portrays the mechanical display member to include a scrolling media that appears to scroll between the first and second positions.
7. The machine of claim 5, wherein the signage display portrays the mechanical display member to include a panel that appears to rotate about an axis between the first and second positions, the panel displaying first and second sides to the player when in the respective first and second positions, the first and second signage information being displayed on the respective first and second sides of the panel.
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8. The machine of claim 5, wherein the signage display portrays the mechanical display member to include a plurality of panels that appear to rotate about respective axes between the first and second positions, each of the panels displaying first and

5 second sides to the player when in the respective first and second positions, the first and second signage information being displayed on the respective first and second sides of the panels.

9. The machine of claim 1, wherein the game display is selected from a group
10 consisting of a mechanical reel spinning display and a video display.

10. The machine of claim 1, further including a cabinet and a top box mounted on top of the cabinet, the game display being mounted within the cabinet, the signage display being mounted within the top box.

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11. The machine of claim 1, wherein the wagering game includes a basic game and a bonus event, the bonus event being triggered by a start-bonus outcome in the basic game, wherein the display member displays the first signage information during the basic game and the second signage information during the bonus game.

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12. A method of operating a gaming machine, the gaming machine including a game display and an alterable signage display, the signage display portraying a mechanical display member movable between a first position and a second position the method comprising:

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displaying a wagering game on the game display;

portraying the display member in a first position to display first signage information to a player; and

portraying movement of the display member to a second position to display second signage information to the player, the first and second signage information being free of random events and outcomes associated with
30 the wagering game.

13. The method of claim 12, wherein the signage information is selected from a group consisting of billboard information, advertisement information, player

attraction material, pay table information, bonusing information, game help information, game play instructions, and thematic artwork.

14. The method of claim 12, wherein the wagering game is selected from a group
5 consisting of reel slots, poker, keno, bingo, blackjack, and roulette.

15. The method of claim 12, further including using a processor to execute the
wagering game and operate, at least indirectly, the signage display.

10 16. The method of claim 12, wherein the signage display is a video display.

17. The method of claim 16, wherein the signage display portrays the mechanical
display member to include a scrolling media that appears to scroll between the first
and second positions, wherein the step of portraying movement includes portraying
15 scrolling of the media to the second position.

18. The method of claim 16, wherein the signage display portrays the mechanical
display member to include a panel that has first and second sides and appears to rotate
about an axis between the first and second positions, wherein the step of portraying
20 movement includes portraying rotation of the panel to display a different one of the
sides of the panel to the player.

19. The method of claim 16, wherein the signage display portrays the mechanical
display member to include a plurality of panels that each have first and second sides
25 and appear to rotate about a respective axis between the first and second positions,
wherein the step of portraying movement includes portraying rotation of each panel to
display a different one of the sides of the panel to the player.

20. The method of claim 12, wherein the game display is selected from a group
30 consisting of a mechanical reel spinning display and a video display.

21. The method of claim 12, further including a cabinet and a top box mounted on
top of the cabinet, the game display being mounted within the cabinet, the signage
display being mounted within the top box.

22. The method of claim 12, wherein the wagering game includes a basic game and a bonus event, the bonus event being triggered by a start-bonus outcome in the basic game, wherein the display member displays the first signage information during
5 the basic game and the second signage information during the bonus game.
23. A gaming machine for conducting a wagering game, comprising:
a game display for displaying the wagering game; and
a signage display portraying a flexible display member that appears to scroll
10 between a first position and a second position, the display member displaying first and second signage information to a player when in the respective first and second positions, the signage information being free of random events and outcomes associated with the wagering game.
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24. The machine of claim 23, wherein the signage display is a video display.